

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**
Friday, May 11, 2018 – 10:00 am – 12:00 pm
Canyonlands by Night and Day
9623, 1861 N Hwy 191
Moab, UT 84532

1. **Welcome & Introductions: Lance Syrett, Chair - (10:00 am)**
Rachel Paxman, Sales Director, Canyonlands by Night & Day
2. **Approval of Minutes - (10:20 am)**
3. **Managing Director Report: Vicki Varela - (10:25 am)**
4. **Marketing Committee Report:**
 - **Review & Approve FY19 TMPF Budget (10:40 am)**
 - **3-Season Update (11:05 am)**
 - **Chefs feed Videos (11:20 am)**
5. **UTIA Update: Kaitlin Eskelson - (11:30 am)**
6. **New Business/Public Comment - (11:40 am)**

Meeting adjourned – The next board meeting will be held June 8, 2018 at the Powder Mountain Resort in Eden, UT.

UTAH OFFICE OF TOURISM GOALS

1. Create Global Brand
2. Strengthen partnerships with industry
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state